



Destination : Utah Tourism

AN INDUSTRY DISPATCH FROM THE UTAH OFFICE OF TOURISM

November / December 2005

Governor's Office of Economic Development

Jon M. Huntsman, Jr.
Governor

Gary R. Herbert
Lieutenant Governor

Richard Bradford
Director



Utah Office of Tourism & Film

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NEW AD AGENCY LEADS STATEWIDE BRANDING TOUR

Salt Lake advertising agency, **W Communications** was selected this summer in a competitive state bidding process to serve as the advertising agency for the Utah Office of Tourism (UOT). The company was chosen from among eight finalist agencies, culled from 20 firms which had submitted bids.

The final selection was made by a committee of tourism industry professionals, Utah Office of Tourism Managing Director, Leigh von der Esch, and representatives of the Office of State Purchasing.

W's first, and most integral assignment, was to consider development of a new brand for Utah tourism. "First of all, we wanted Utah residents and our tourism partners to have opportunities to tell us what they feel makes our state unique," said Leigh von der Esch.

"We are preparing to launch new branding and advertising to increase the number of out-of-state visitors, persuade them to lengthen their stays, and boost visitor spending."

Working closely with UOT staff, **W** facilitated a statewide *Branding Listening Tour* designed to gather input on components of a new Utah brand.

Public gatherings were held during September in Vernal, Ogden, Logan, Salt Lake City, Provo, Park City, Richfield, Price, Moab, Cedar City, St. George, and Kanab, with a final meeting in Salt Lake City.

The story of the "*Brand Search*" was widely reported by the media, prompting UOT to place a link on the office's government web site that allowed anyone to offer their suggestions.

"We want to develop a branding platform which captures the Utah experience and essence, including the sound, feel and color of the state," von der Esch said at the end of the Branding Listening Tour.

"Between the state-wide meetings and the web site link, we received dozens of interesting and creative ideas," she added.

The Utah Office of Tourism plans to introduce a "tease" of the new branding strategy at World Travel Market in London this month.



ALSO IN THIS ISSUE

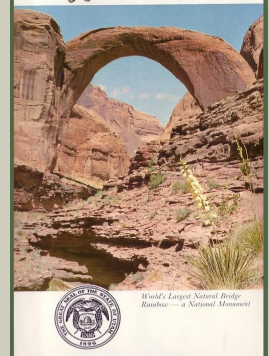
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BRANDING EFFORTS FROM UTAH'S PAST

"*Branding Utah: Industrial Tourism in the Postwar American West*", an article written by Dr. Susan Sessions-Rugh, a history professor at Brigham Young University, provides insight in to the beginning of individual state branding efforts in the western U.S. following World War II.

This was the era that started the great American tradition of the family vacation, and Dr. Session-Rugh's research focused on the evolution of Utah's brand, from "Mormon Country" to depictions of the state as diverse, colorful, and friendly. It

also discusses the first appearance of "The Greatest Snow on Earth"® and the origin of skiing as a major advertising draw. *Throughout this newsletter, with Dr. Sessions-Rugh's permission, we have included some examples of Utah branding which she found while conducting research for her article.*



OFFICE OF TOURISM CO-OP FUND

Information on applying for the 50/50 matching funds available through the Co-op Fund for advertising and promotion outside of the state is available on the Internet at travel.utah.gov.

For more information, contact: Leigh von der Esch, UOT managing director at 538-1370 or lvondere@utah.gov or Mike Deaver, UOT deputy director at 801-538-1710 or mdeaver@utah.gov.



BOARD OF TOURISM DEVELOPMENT HITS THE GROUND RUNNING

The ink was barely dry on their official appointment letters from Governor Huntsman when members of the new Board of Tourism Development held their first meeting on August 3rd. However, before the meeting was over each board member had an assignment on one of three committees charged with overseeing a topic of importance to tourism industry constituents.

The 13-member board was created by S.B. 1002 as an advisory body for the UOT. By legislative mandate, each member represents a component of the tourism and hospitality industry or a group

of counties. A **Board Roster** follows: **Kim McClelland**, *Board Chair* (Summit, Utah, Juab and Wasatch Counties); **Colin Fryer**, *Vice Chair*, (Grand, Carbon, Emery, Duchesne, Daggett and Uintah Counties); **Bob Bonar** (Ski Industry); **Steve Burr** (Academia, Media Marketing and Public Lands); **Camille Cain** (Utah Association of Counties); **Hans Fuegi** (Restaurant Industry); **Mona Given** (Washington, Iron, Beaver, Sanpete, Sevier and Millard Counties); **Frank Jones** (Motor Vehicle Rental Industry); **Georgianna Knudsen** (Davis, Weber, Box Elder, Cache and Rich Counties); **Steve Lindburg** (Lodging Industry); **Jeff**

Robbins (Salt Lake, Tooele and Morgan Counties); **Shelleice Stokes** (Utah Tourism Industry Coalition); and **Bob Syrett** (Garfield, Kane, Wayne, Piute and San Juan Counties).

Board Committee Assignments: **Marketing Committee:** **Shelleice Stokes**, *Chair*, Bob Bonar, Colin Fryer, and Bob Syrett.

Co-op Committee: **Hans Fuegi**, *Chair*, Frank Jones, Georgianna Knudsen and Steve Lindburg.

Legislative & Contracts Committee: **Steve Burr**, *Chair*, Camille Cain, Mona Given and Jeff Robbins.



Tracie Cayford as a Torch Bearer
Prior to the 2002
Olympic Winter Games

CAYFORD RETURNS TO TOURISM AS DEPUTY DIRECTOR

Tracie Cayford has been appointed deputy director of operations and fulfillment for the Utah Office of Tourism.

She previously served as communications director of the Governor's Office of Economic Development, which includes UOT. She assumed her new duties in September.

Cayford started her career in state government in the tourism office in

1997, formerly the Utah Travel Council. She also was the media relations director of the Utah Department of Community and Economic Development.

An experienced print and broadcast journalist, Cayford has worked at Salt Lake City radio and television stations for 15 years, and also with national media as correspondent for USA Today and States News Ser-

vice, both in Washington, D.C. She has contributed to the Associated Press and served an internship at CNN in New York City.

Cayford is a native of Idaho and Oregon, but calls Utah home. She holds bachelor's and master's degrees in communications from Brigham Young University. She and her husband reside in South Jordan with their three children.

TEN IMMUTABLE RULES OF SUCCESSFUL TOURISM

At the **Educational Seminar for Tourism Organizations (ESTO)** held in Coeur d'Alene, Idaho in August, Roger Brooks, from *Destination Development, Inc.*, gave participants a taste of the book, *The 25 Immutable Rules of Successful Tourism*, written by Brooks and Maury Forman. The book's tourism industry information – seasoned with common sense and a piquant twist of humor – came through clearly in his ESTO presentation: "Ten Immutable Rules of Successful Tourism."

He began with some basics, pointing out:

The goal of tourism is to import more cash into your community than you export.

The number one reason for travel is to visit friends and family.

The number one activity of visitors is shopping and dining in a pedestrian setting.

Overnight visitors spend three times that of day visitors.

If you can't get passers-by to stop, you'll have a tough time becoming **THE** destination.

He then elaborated, sharing Ten of his Immutable Rules of Successful Tourism.

Rule #1: The Shortest Distance Between Two Points Is a Good Time - The Four-Times Rule- You will be worth a special trip if you can keep the visitor busy with activities that cater to them four times longer than it takes them to get there. If you are located an hour from Salt Lake or Las Vegas or some other gateway city, do you have an activity that will keep the visitor busy for four hours? Keep in mind that visitors don't care about city and county boundaries. If necessary,

package with others to provide more for the visitor to do.

Rule #2: First Impressions Really Are Lasting Impressions - The Rule of Perceived Value Always put your entrance signs (gateways) where you will make the first, best impression.

Curb appeal is an investment with tremendous return. Once you say "Welcome," visitors will size you up immediately. What will they see? The greater the "perceived value," the more visitors will spend and the longer they stay.

CONTINUED ON PG. 4

NATIONAL RECOGNITION FOR TRAIL OF THE ANCIENTS



Ancient Ruins at Hovenweep National Monument in Southeastern Utah



On September 22, 2005 U.S. Secretary of Transportation Norman Y. Mineta named Utah's Trail of the Ancients, a **National Scenic Byway**.

This designation by the U.S. Department of Transportation Federal Highway Administration honors the Southeastern Utah route as one of America's elite roads based on scenic, cultural and archeological significance. **Trail of the Ancients is Utah's seventh National Scenic Byway.**

The Trail of the Ancients follows a trade route used by ancient Puebloan Cultures. The original

trail followed a loop through the present day Four Corners States.

Utah's portion of the Trail follows Highways 95, 191, 163 and 262 in San Juan County.

Landmarks accessible from the route are Natural Bridges National Monument, Goosenecks State Park, Grand Gulch Primitive Area, Edge of the Cedars State Park, Monument Valley Navajo Tribal Park, Hovenweep National Monument and the Four Corners Marker on the location where the borders of Utah, Colorado, Arizona and New Mexico meet.

Colorado's portion of the Trail was also recognized at the Washington D.C. ceremony. National recognition of the Arizona and New Mexico sections is hoped for in the future. Multi-state marketing projects are already being planned.

Utah's other National Scenic Byways are Logan Canyon, Nebo Loop, Huntington-Eccles Canyon, Flaming Gorge-Uintas, Dinosaur Diamond and Highway 12, which has been designated as an All American Road.



VON DER ESCH & BRADFORD RECEIVE RURAL HONORS

Leigh von der Esch, Managing Director of the Utah Office of Tourism and Film, and **Richard Bradford**, Director Governor's Office of Economic Development were honored in August at the Utah Rural Summit in Cedar City. They each received a beautiful plaque with the heading, **2005 Rural Honors Award**.

On **von der Esch's** plaque is inscribed, "Utahns, particularly rural Utahns, have long recognized the importance of the film industry in promoting . . . the assets of Utah. Accordingly, it is appropriate that Leigh von der Esch be recognized for efforts in building and

promoting an industry that is vital to the economies and image of many rural areas of Utah. . . Recognized by her peers for her abilities, Leigh, is a long-term member of the Association of Film Commissioners International, has served two terms as treasurer and three terms as president of that organization. . . She has testified both before House and Senate committees on public lands legislation. . . and worked extensively with the U. S. Forest Service, The Bureau of Land Management, and The National Park Service to develop better policies & procedures on film permitting. . . For her commitment to the film industry and commitment to rural Utah, Leigh von der Esch is recognized as a Southern Utah University Honors Award recipient."

Richard Bradford's plaque reads,

"The consummate professional in appearance, demeanor, and manner, Richard "Dick" Bradford has long been a friend, advocate, and mentor for economic development professionals, elected officials and community leaders across rural Utah. (He has served as) a board member for the Center for Rural Life, the Rural Development Council and the Rural Partnership Board. (He spent) ten years in the Utah Legislature where he held numerous positions of leadership. . . as well as being involved in numerous civic and service organizations. . . He has been executive director of the Sandy Economic Development Center. For his dedication, service and friendship to the citizens of Utah, Richard "Dick" Bradford is recognized with this Southern Utah University Rural Honors Award."



Lieutenant Governor Gary Herbert and Southern Utah University President, Steve Bennion Present Ms. von der Esch With Her Rural Honors Award.

2006 UTAH SCENIC CALENDAR, "THE WATERS OF UTAH"



What happens to "The Greatest Snow on Earth"® when it melts? It provides the water for Utah's myriad recreational activities, of course!

The 2006 edition of the multi-award winning, Utah Scenic Calendar is filled with the beauty of the state's

aquatic settings, with narrative to tease the imagination making both non-residents and natives of the state long to enjoy a dip of their own in the "Waters of Utah."

This 34th edition of the Scenic Calendar contains its signature full-page photos on each month, show-

casing images captured by some of America's finest landscape photographers.

The 2006 Utah Scenic Calendar is available from UOT, local book and gift stores, and an order form is online at travel.utah.gov/publications.



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ZNHA Bookstore, Information / Gift and Book Sales, **Oliver Lewis**, Manager, 538-1398.



TEN IMMUTABLE RULES CONTINUED FROM PAGE 2

Rule #3: Real Men Don't Ask For Directions - The Rule of Wayfinding If it's not convenient or easy to find, chances are that visitors will not find what it is you're offering - and will move on. Every community should have a Gateway, Signage, and Wayfinding Plan that will help visitors know where attractions and amenities are located, and let them know what you have to offer. All tourism-related signage, including wayfinding or directional signs, should be decorative and should be developed as a "signage system" with color coding and similar design elements.

Rule #4: Kiosks Never Sleep - The 365 and 24/7 Rule Travelers don't just travel during business hours. Make sure your visitor information center or chamber of commerce is working 365 days a year, 24 hours a day. Put up visitor information kiosks and outdoor brochure holders at local attractions, parking areas, and at visitor amenities such as public restroom areas. Make sure you have signage that notes 24 hour visitor info is available.

Rule #5: 20/20 Signage Equals \$\$\$ - The Rule of Perpendicular Signage Storefront signage should be perpendicular to the street and of uniform height and size. Signs should be decorative. Merchants: *Always* sell the product before the name of the store. What is it you're selling? What will pull people into the store? What's your lure? Don't put any more than six words on a merchant sign. Don't use script lettering. A general rule regarding lettering height: 1" for every 12' of distance.

Rule #6: Insanity Has Its Own Rewards - The Rule of Branding In order to be successful, you must be worth a special trip. What sets you apart from your competition? For instance, nearly all 425 counties in the western 11 states promote outdoor recreation. 360 counties promote outdoor recreation as the primary activity. All of them promote bird watching. So why should I travel to you, when I can enjoy the same thing closer to home? Always set yourself apart. Do something different. Branding is critical, even for small communities. What are you known for? What makes you different? Don't try to be "all things to all people".

Avoid the following words and phrases: Discover; Explore; "The Four Season Destination"; "We Have it All"; Outdoor Recreation; Hiking, Biking, Fishing...; "Historic Downtown"; "Something for Everyone"; Relax; Gateway; "Center of It All"; Escape; "For a Change of Pace..."; "Make Memories Here"; "Do Nothing Here"; and the *Queen Mother of all tourism advertising kitsch*, "Your Home Away from Home." Don't let politics kill your branding efforts.

Rule #7: Ghost Stories Make the Campfire Memorable - The Rule of Telling Stories Museums and interpretive centers should ALWAYS tell stories, not just display artifacts. Visitors remember stories, and stories will hold them longer, translating into additional spending. Artifacts are simply a "been-there, done-that" experience.

Rule #8: Sell the Rapids, Not the River - The Rule of Selling Experiences Always sell the "experience:" the activity - not the place - not the county - not the city. Never promote counties. When you think of the best place to vacation with kids and family does Disneyland come to mind, or Anaheim? Sell the experience. Instead of "Historic District" (a collection of buildings), sell "Historic Shopping District" - the activity in an interesting setting. If you sell river rafting, use photos of river rafters screaming in delight, not just pictures of the river. Scenic vistas only last a few minutes. Then what?

Rule #9: Don't Let Your Last Opportunity Become a Lost Opportunity - The Rule of Closing the Sale Chances are your community spends much of its resources on advertising. The primary "call to action" in advertising is to get potential customers to call and get a brochure, or to get them to log on to your website. In that case, your website and printed materials MUST be good enough to close the sale. Otherwise your advertising effort is largely wasted. Coming in second won't bring visitors and their cash to you. Always sell the experience - not the business or the place.

Rule #10: Success Begins with a Good Architect - The Rule of Planning

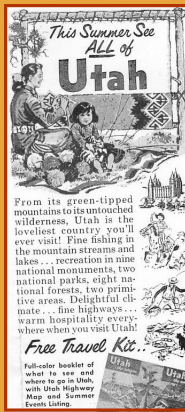
Create Tourism Development, Branding and Marketing Plans. Craft an Action Plan with detailed recommendations individually identified: details about the recommendation, who should do it, when it should be done, how much it will cost to implement, where the money would come from, and the rationale for making the recommendation. The plan should include: product development, up-grades and improvements, repositioning and branding, attractions and events, wayfinding, signage and gateways, visitor amenities and services, critical mass, beautification, marketing, and public relations, public/private partnerships, recruitment, funding, budgets and organizational developments (who does what). The plan should tie to comprehensive plans, park plans, economic development efforts, Main Street Programs and other revitalization efforts.

The rules and advice above are just a summary of Roger Brook's presentation. To get the entire scope of his knowledge, you will want the full-color book, The 25 Immutable Rules of Successful Tourism, which includes dozens of photos, good, and definite "No-No" examples, case histories, and more information about each of the 25 rules.

The book is available for \$19.95 and can be ordered by calling toll-free, 800-228-0810.



BEST IN YOUR CLASS? GIVE US YOUR BRAGGING RIGHTS



Poised to celebrate their 25th season, **Deer Valley Resort**

was voted the Premier North American Resort by more than 20,000 *Ski Magazine* subscribers. The Number One ranking in a list of Top 50 Resorts was based on 17 different categories, with snow and terrain as only two of the considerations. In the same survey, **Park City Mountain Resort** placed 5th, its highest ranking ever, and **The Canyons Resort** made a major jump from 22nd to 14th place.



The Blue Boar Inn & Restaurant in Midway recently received *Wine Spectator Magazine's* 2005 Award of Excellence for "Best Restaurant in the World for Wine Lovers". The award honors The Blue Boar's commitment to offering an expansive wine list of more than 350 selections.

Congratulations to **Scott Beck**, who was selected in August by the *Salt Lake Convention and Visitor's Bureau* to serve as the organization's president and CEO.

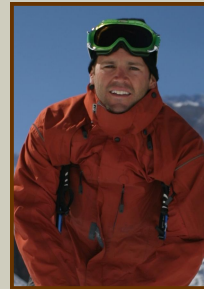
Beck was chosen to fill the position after an intense nationwide search, which resulted in the determination that the best candidate, was already in Utah. He has been the general manager of the Salt Lake Marriott City Center, as well as GM of the Cedar Breaks Lodge in Brian Head, and director of sales and marketing for Sundance Resort.



Best wishes also to **Nathan Rafferty**, who was named in early October, by the executive board of *Ski Utah / Utah Ski & Snowboard Association*, as the organization's new president.

Rafferty is a Utah native and life-long skier. He has been employed by *Ski Utah* since 1994, and was director of communications for the past seven years.

Ski Utah is the marketing arm of the Utah Ski & Snowboard Association



charged with promoting Utah's snow sports industry including 13 alpine and seven cross-country ski and snowboard areas, as well as other winter-related businesses.



The Stein Eriksen Lodge in Park City and the Grand America Hotel in Salt Lake City are the only Utah hotels to be named to the 2006 Five Diamond property list by AAA. AAA rates nearly 57,000 restaurants and lodgings throughout the United States, Canada, Mexico and the Caribbean.



Delta AirLines brings some good news for Salt Lake City with the announcement of non-stop service from *Salt Lake to Edmonton, Alberta*. Delta will also begin non-stop service from *Salt Lake to Puerto Vallarta* in November. The airline has plans to add flights from Salt Lake to Mexico City, Mazatlan, and Cozumel next spring.



On behalf of the Office of Tourism, we are pleased to recognize these tourism industry accolades.

We know, however, that all over the state, our tourism and hospi-

ality industry partners are being acknowledged by media, by guide book authors, by their customers, and even by residents defining "local favorites."

We'd like, very much, to hear about the praises being garnered in places, and ways that might not make the Wasatch Front newspapers.

So Here Is Our Challenge . . .

Send us information about the "best and brightest" in your area. We'll do our best to share your successes with your colleagues statewide via this newsletter.

Submit information on your "Bragging Rights" to editor, Stacey Clark at staceyclark@utah.gov.



"TRAVELING LIGHT"

Airline Cabin Announcements

Following a routine landing, a flight attendant announced, "Please be sure to take all of your belongings. If you are going to leave anything, please make sure it's something we'd like to have."

As a plane landed and was coming to a stop at Ronald Reagan International Airport, a lone voice came over the loudspeaker, "Whoa, big fella. WHOA!"

After the less than perfect landing of a flight on a particularly windy and turbulent day, a flight attendant tried to ease the passenger's tension by announcing, "We ask you to please remain seated with your seatbelts fastened while Captain Kangaroo bounces us to the terminal."



AN ENTHUSIASTIC E-MAIL

Dear Friends and Colleagues,

More than a week has passed since we came back from our wonderful Fam Tour throughout southern Utah. with the German tour operator, Der Tour.

I am sorry that I am only now getting back to you, but it has been a very busy time since I returned.

I want to thank you all very, very much for all your help and support with this Fam - I also thank you on behalf of Katja Wagner from Der Tour.

Due to your hospitality it was a very successful Fam and everyone in the group was extremely pleased with the perfect organization, the warm reception everywhere and with what you all have done for us!

Everyone was amazed at the great weather and breath-taking landscapes, the exciting activities, the beautiful hotels and resorts, and the great food . . . Where should I end?

It was just a perfect tour and I am sure that the travel agents will be more than happy to provide their clients with all their new knowledge about Utah.

Attached please find a group photo which was taken in Kanab, "Utah's Little Hollywood".

Warm regards,

Kathrin Berns
Get It Across Marketing
Köln, Germany

UTAH OFFICE OF TOURISM— "OUT AND ABOUT"

The Utah Office of Tourism has recently participated in, or will soon participate in, the following Trade Shows, Seminars and Familiarization Tours.

TRADE SHOWS

November 4th to 8th

NTA (National Tour Association) Annual Conference in Detroit

November 14th to 17th

WTA (World Travel Market) in London

February 1st to 4th, 2006

Go West Summit in St. George

SEMINARS

August 4th

Los Angeles Sales Seminar; 70 Asian tour operator appointments

October 18th to 20th

Japanese Sales Seminars, Osaka, Tokyo, Nagoya; 230 tour operator appointments

October 26th to 28th

TIA (Travel Industry of America) Outlook Forum in Seattle

FAMILIARIZATION TOURS

June 15th to 21st

Financial Times / UK market

June 22nd to 29th

Essentially America, Sunday Times of Scotland / UK market

September 9th

National Geographic Traveler / US market

September 17th to 26th

Smithsonian-Native American Magazine, Indian Country Today / US market

September 23rd to 30th

Benelux Press Tour (8 media outlets represented) / Benelux market

October 13th to 18th

Argentine Press Tour (7 media outlets represented) / Argentine market

October 15th to 19th

Washington Times / US market

October 15th to 19th

Le Monde, Le Soir, La Tribune De Geneve / French, Belgian and Swiss markets

October 18th to 23rd

Les Echeos Newspaper / French market

December 2nd to 7th

Brazilian Trade Fam (7 tour operators represented) / Brazilian market

December 2nd to 7th

German Trade Fam (tour operators TBA) / German market

January 2006

British Press Tour / UK market

January 2006

Go West Summit Tour Operator Fams (1 pre-show, 2 post-show) / International markets



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SHOOT HERE. LOVE LIFE.
film.utah.gov

Regional Film Commissions

Park City Film Commission

Contact: Sue Kapis
1910 Prospector Avenue
P.O. Box 1630
Park City, UT 84060
435-649-6100
800-453-1360
parkcityfilm.com

Utah Valley Film Commission

Contact: Blaine Wilkey
111 S. University Avenue
Provo, UT 84601
801-851-2105
800-222-UTAH
utahvalley.org/film

Kane / Kanab County Film Commission

Contact: (Cowboy) Ted Hallisey
78 South 100 East
Kanab, UT 84741
435-644-5033
800-SEE-KANE
kanecounty.com

Moab to Monument Valley Film Commission

Contact: Ken Davey
P.O. Box 640
Moab, UT 84532
435-259-6388
filmmoab.com

COUNCIL HALL WELCOMES UTAH FILM COMMISSION

According to the latest figures released by the Utah Film Commission, *film production days in Utah are up by more than 50 percent* due to the success of state incentives for the Motion Picture industry.

That's good news for the Utah Film Commission, which recently moved its offices to **Council Hall on Capitol Hill**.

"We were up 54 percent from last year in fiscal impact and 53 percent in production days," said **Aaron Syrett, director of the Utah Film Commission**. "We saw a 74 percent increase in the first half of last year in fiscal impact due to the overwhelming success of the Demonstration Motion Picture Incentive Fund."

For the past two years, Utah lawmakers have approved a \$ 1 million appropriation to lure film projects to Utah.

Film production days in Utah totaled 1,758 for the fiscal year that ended on June 30, 2005. The economic impact to the state was \$ 109.5 million, which includes the Sundance Film Festival.

That compares with 1,148 production days last year and an economic impact of \$ 83.7 million.

Feature films produced in Utah during the past year include *World's Fastest Indian*, *Don't Come Knocking*, *Buffalo Dream*, *Spiritual Warriors*, *Blood Mary*, *Dead Rail*, *Go Figure*, *Blind Guy*, *American Gothic*, and *Life is Ruff*.

WB's *Everwood* continues to film its television series here. In addition, more than 130 commercials, industrial films and documentaries were shot in Utah last year.

As part of a restructuring, the **Film Commission** is now partnering with the **Utah Office of Tourism**, **Governor's Office of Economic Development**, headed by **Leigh von der Esch**, the state's former Film Commissioner. von der Esch will oversee the collaboration of Tourism and Film.

"It is a fabulous opportunity to have the synergy of tourism and film together in same office because both agencies promote the state of Utah," said von der Esch.

"**Aaron (Syrett)** is an experienced member of the film industry. He will make a great film commissioner. He has many film industry contacts in and out of state and he's been part of the FilmTeam for the past eight years," she added.

For film related inquiries, call 538-8740 or 800-453-8824, or visit the Film Commission's website at film.utah.gov.



Sir Anthony Hopkins [R] and crew members during filming of "The World's Fastest Indian" on the Bonneville Salt Flats in September of 2004

KIOSK AT COUNCIL HALL INTERPRETS STATE CAPITOL RENOVATION PROCESS



Ellen and Jet Maroren from Tupper Lake, New York were the first Council Hall visitors to use the new touch-screen kiosk. The kiosk explains various aspects of the State Capitol Building's history and highlights the current renovation.

The north-facing windows of Council Hall provide an excellent view of the Utah State Capitol . . . and an excellent view of the construction site environment currently surrounding - and including - the Capitol Building.

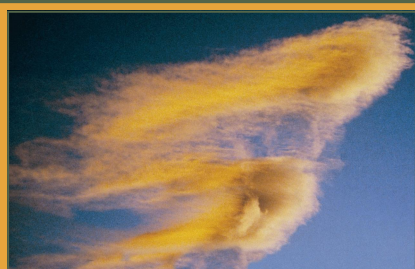
The Utah Office of Tourism, in conjunction with the Utah Capitol Preservation Board, are taking advantage of the unique viewpoint to answer the question, "What's Going On Over There?"

A touch-screen kiosk placed at the north windows provides information on topics ranging from seismic stabilization, materials being used in the Capitol's renovation and a time-lapse photo feature of the construction of one of the other buildings on the Capitol campus. Other choices deal with artifacts found during the renovation (including a mummified rat), and a newspaper column relating to " the ghosts of the Capitol."

The Capitol Building and surrounding park-like grounds are expected to be finished by **Autumn of 2008**. Until that time, through this kiosk and an accompanying display, the Office of Tourism will keep people up-to-date on what is happening both inside and outside the State Capitol Building as it is returned to its distinguished beauty.

The Utah Office of Tourism
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